

Upton Center Visioning Project

Working Group Meeting #1



Working Group Process

January 23 ~~Kick-off Meeting~~

February 11 **Working Group #1: Shared Fact-Finding**

- Review information the site and project context
- Discuss issues, problems and opportunities

March 4 **Working Group #2: Vision & Values**

- Verify understanding of site and context
- Verify key problems and opportunities
- Draft Vision and plan for public workshop

March 22 **Public Visioning Workshop**

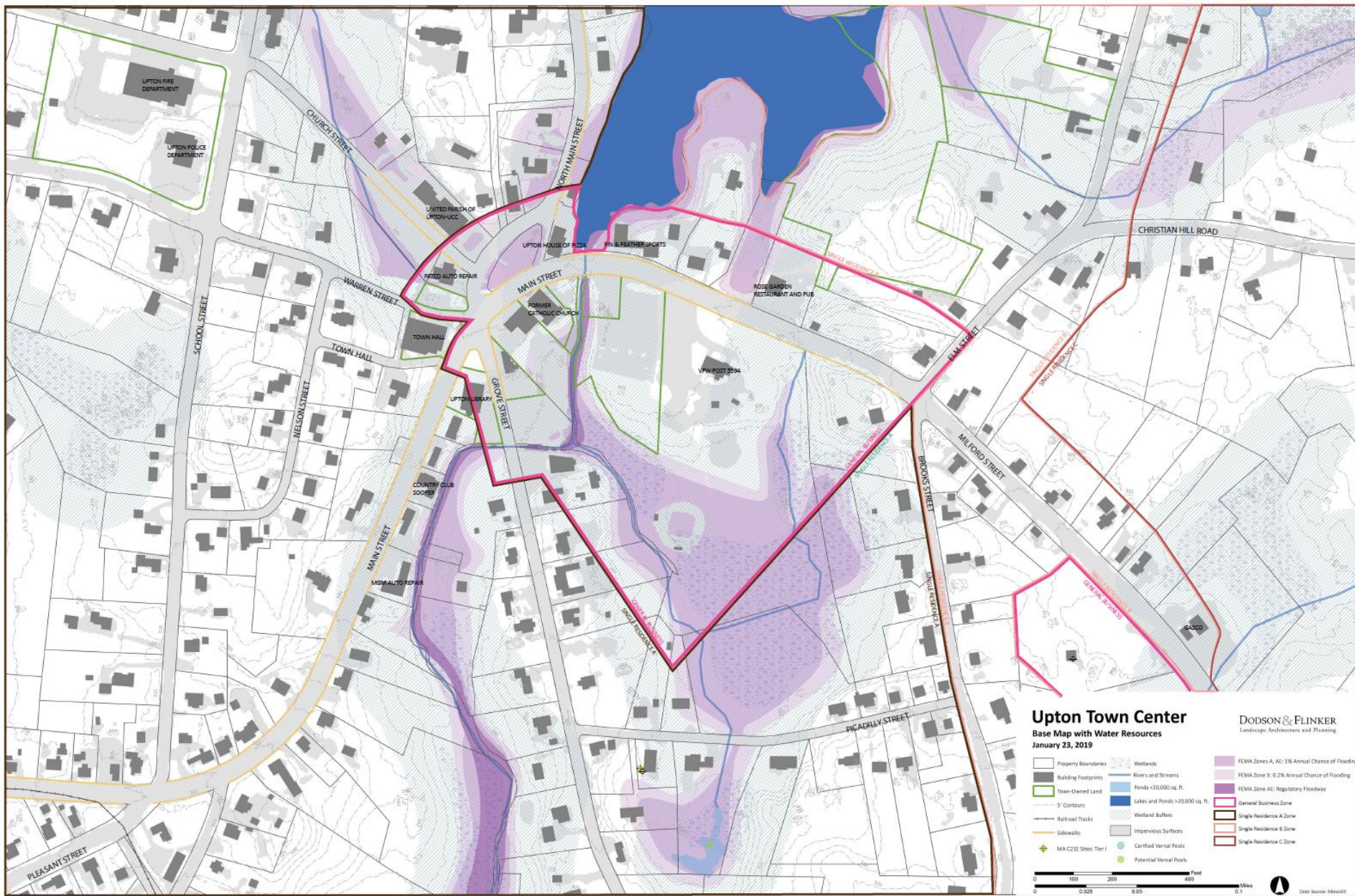
April 1 **Working Group #3: Exploring Alternatives**

- Review ideas from public workshop
- Discuss alternatives and identify preferred plan

April 8 **Working Group #4: Deliberation & Decision-Making**

- Review preferred plan
- Discuss implementation strategies
- Plan for Town Meeting

May 2 **Town Meeting**



Who is in the room?

Say your name and what groups or interests you represent.

We will write down the groups people mention.

Once you have introduced yourself, sit back down.

If another person names a group or interest that you represent, stand up. If you haven't introduced yourself, remain standing until we call on you to introduce yourself. If you have already introduced yourself sit back down.

We will continue on until everyone has introduced themselves and we have identified all the groups, interests represented by the Working Group

Review of Past Work

Summary of Past Plans



Mixed-Use



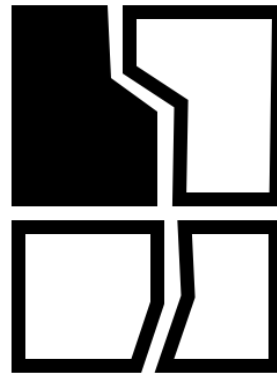
Improve Street



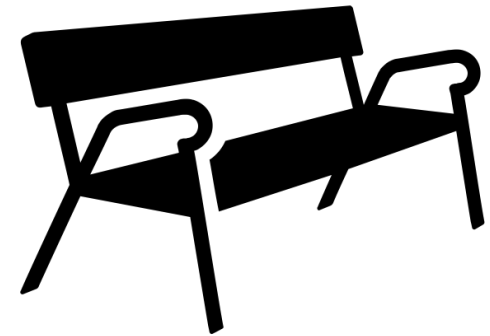
Shared Parking



Diverse Housing



Update Zoning



Add Amenities

Plans Reviewed: 2005 Upton Master Plan, 2007 Open Space Project, 2012 Housing Production Plan, 2019 Complete Streets Prioritization Plan

January 23 Community Meeting Input



Goals for this Process

?

Ground Rules for Working Together

Examples, for discussion:

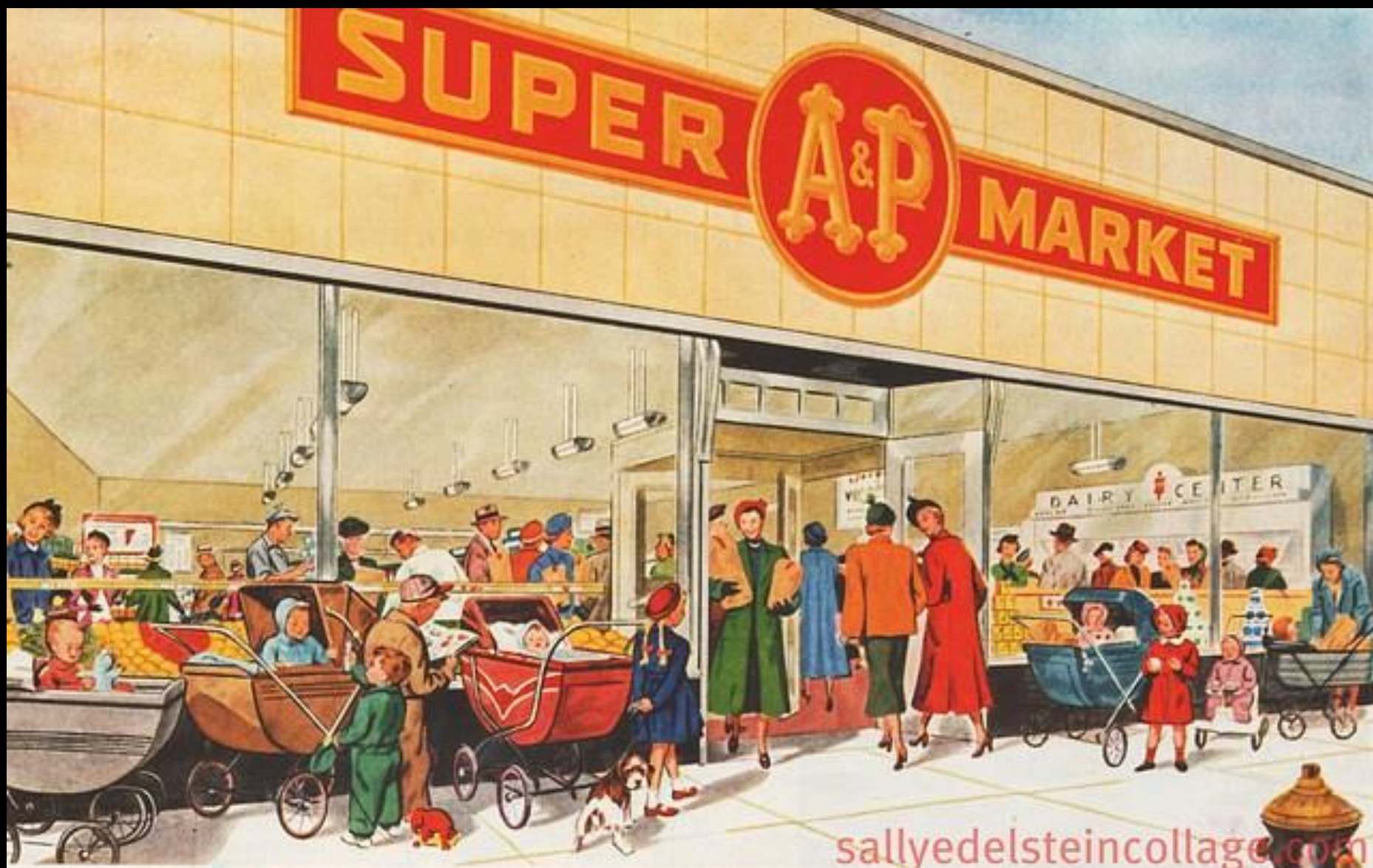
- Make sure everyone has a chance to speak
- Critique ideas, not people
- Work toward shared understanding
- State views and ask genuine questions
- Focus on identifying needs, instead of arguing about solutions
- Pay attention
- Come prepared

Main Street Trends & Examples

Main Street: the original Lifestyle center



Merchants in Front of the Arcade Block – Upton Center



sallyedelsteincollage.com





American online retailing is growing rapidly

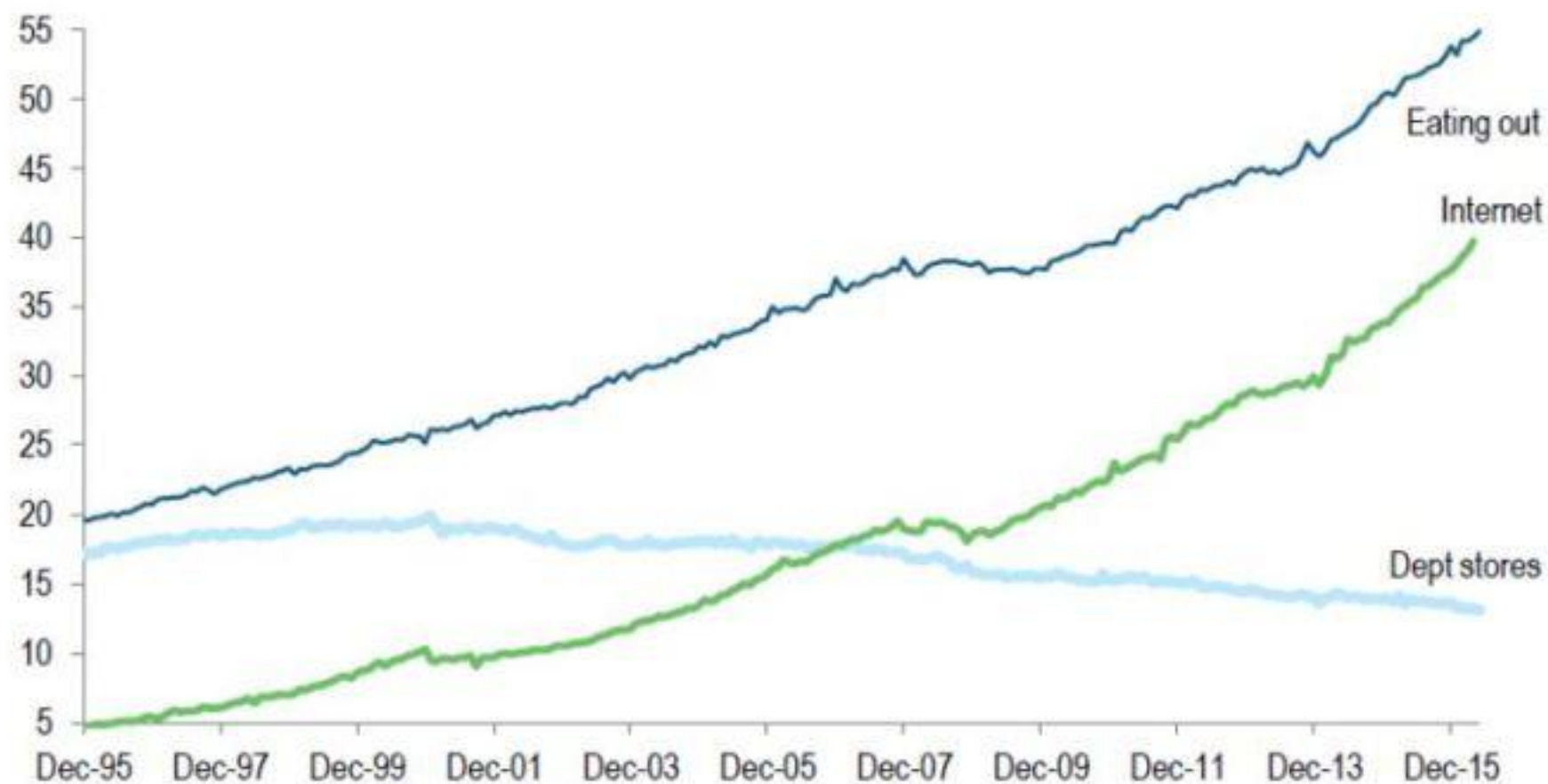
% of core retail sales



Sources: Haver; IIF
© FT

Figure 1: Parabolic rise in internet sales while department stores struggle

US retail sales in selected categories, USD bn (seasonally adjusted)



Source: Bloomberg (last data for internet sales: April 2016; other: May 2016), Standard Chartered Research

A photograph of a Sears store building with a large sign indicating a store closing. The building is a large, single-story structure with light-colored, vertically-ribbed metal siding. The sky is overcast with grey clouds. In the foreground, there is a paved parking lot, a concrete curb, and some landscaping including green and reddish-brown shrubs. A bare tree is visible on the right side of the building.

SEARS

STORE CLOSING





Main Street Comes to the Suburbs













Wayland Town Center



726 ft

Wayland Town Center





Wayland Town Center



Wayland Town Center

Main Street Redevelopment (Avon, Connecticut)











People's United Bank

CLOSE

Bank

QUICK

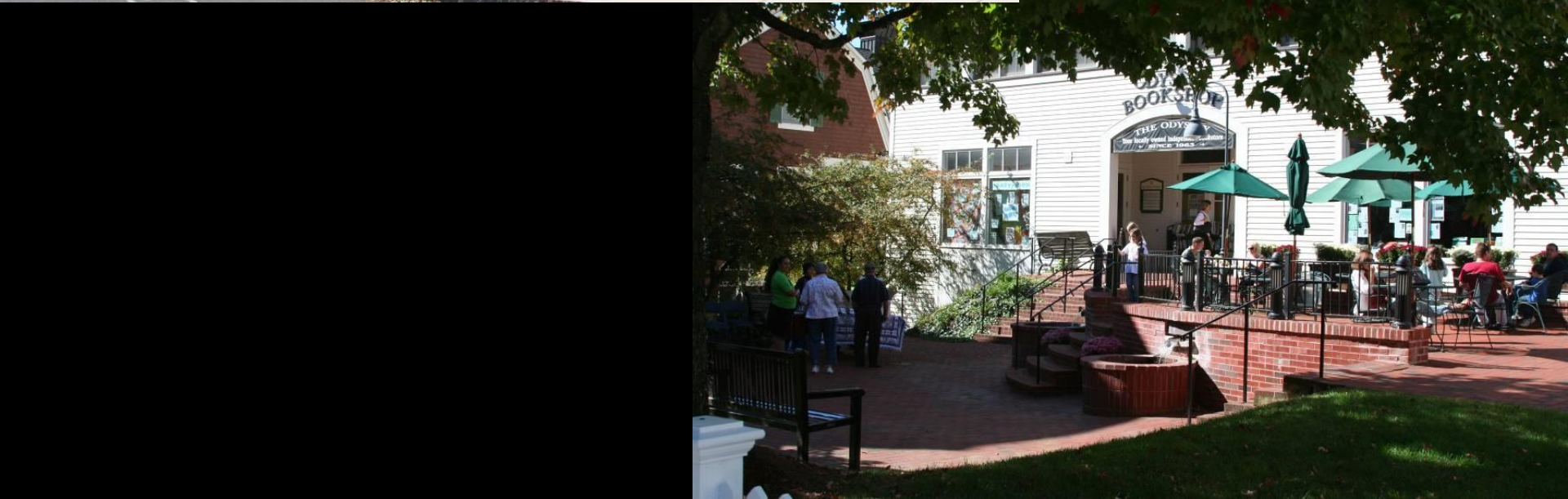




Village Commons (South Hadley, Mass.)









ARTS
UNLIMITED
Framing & Art Gallery

Autentica!
Mexican Restaurant
Real Fish Tacos
Carnes Asada, Cantitas
Fresh Homemade Salsas
Come get it!





For Your Safety!
Please:

- *Push Activating Button On The Post Near Crosswalk Entrance.
- *Look Both Ways.
- *Wait For Traffic To Stop Before Crossing.
- *Be Vigilant, Flashing Lights Are Not A Guarantee That The Traffic Will Stop.



West Concord Village, 1960s





WEST CONCORD VILLAGE CENTER CASE STUDY



WEST CONCORD VILLAGE CENTER CASE STUDY

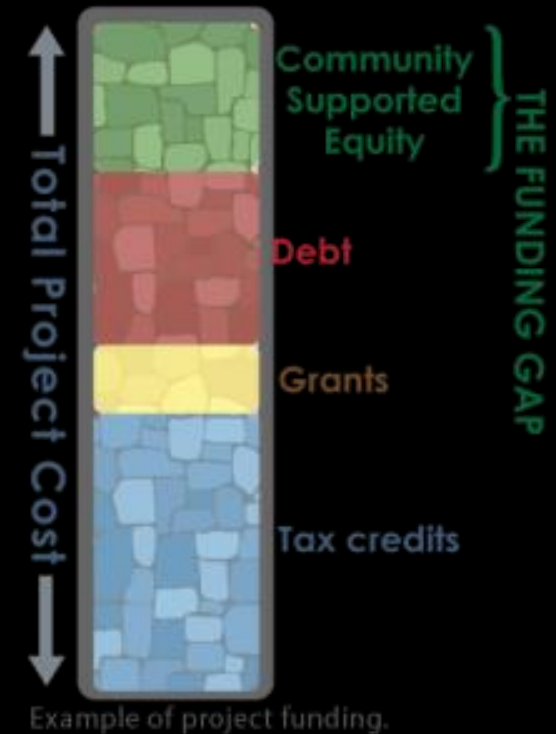


Courtesy Photo

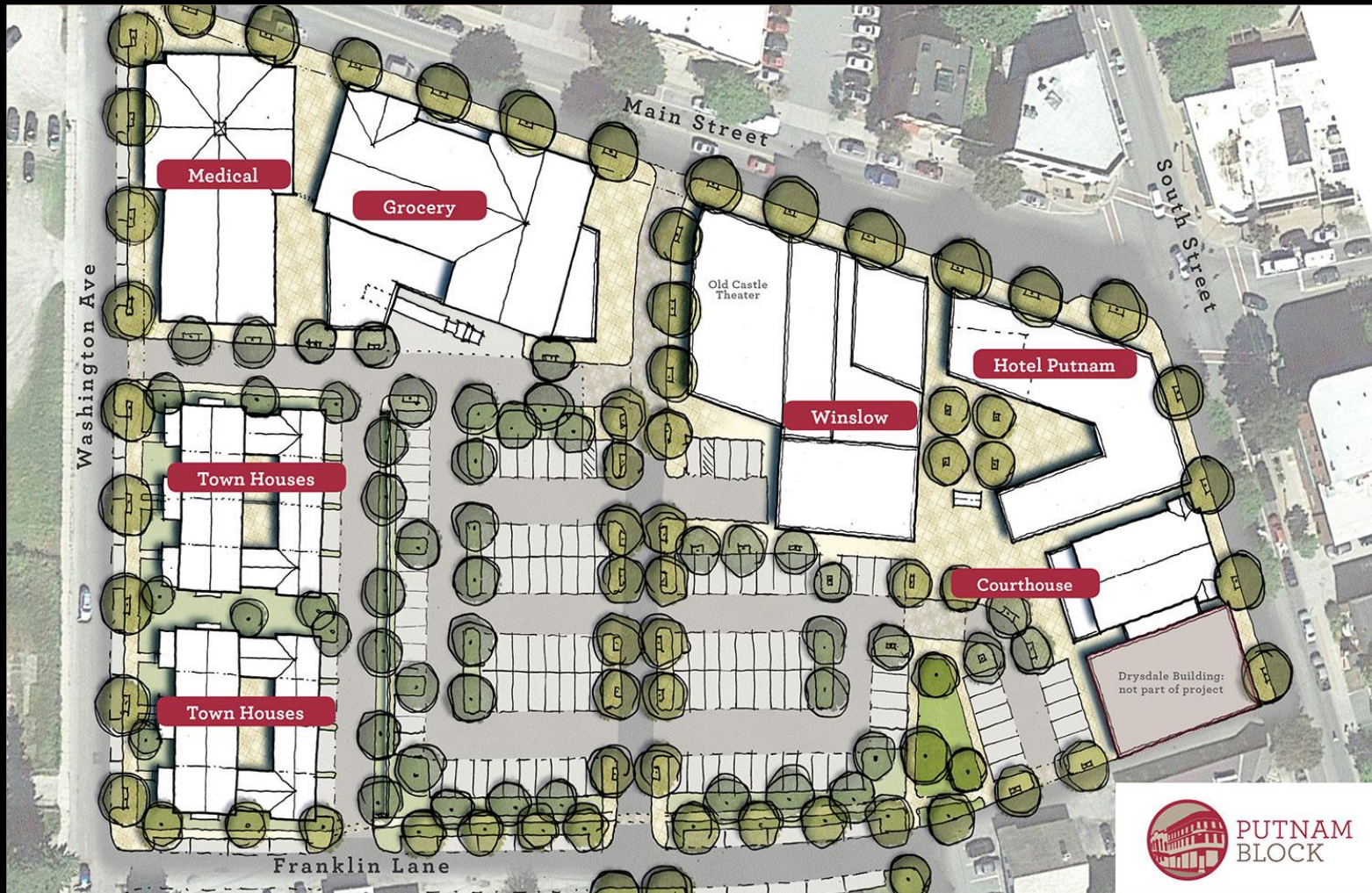
CONCORD, MA



Closing the Funding Gap through Community-Enabled Redevelopment



Brooks House, Brattleboro, Vermont
Stevens & Associates, M&S Development



Putnam Block Redevelopment, Bennington, Vermont
Stevens & Associates, M&S Development

Locally-Driven Community Partnership:

- Civic Leadership & Lead Investment
- Pre-leased anchor tenants – eds & meds
- Membership Housing
- Gap financing strategies





etter
manchester

A Space to
**MEET
LEARN
CREATE
WORK**

page 4

**WORKING
TOGETHER**

page 9

**PROGRAM
& EVENT
GUIDE**

page 14

•WORK_SPACE•

•PARKING•

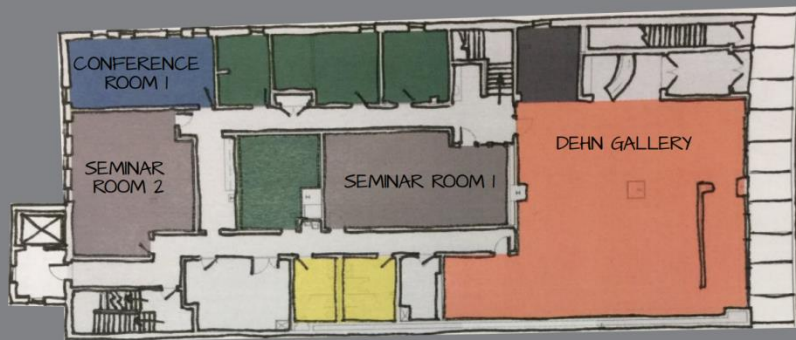
A Space to

MEET LEARN CREATE WORK

•WORK_SPACE•



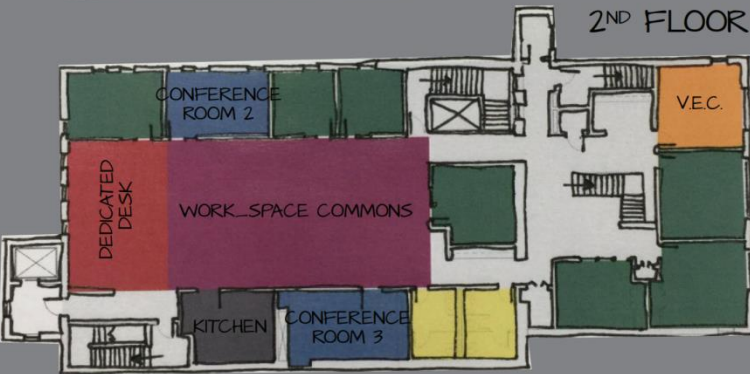
1ST FLOOR



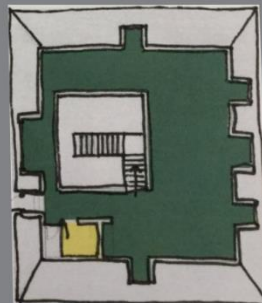
MAIN STREET



2ND FLOOR



3RD FLOOR LOFT



KEY

- DEHN GALLERY
- SEMINAR ROOMS
- CONFERENCE ROOMS
- PRIVATE OFFICES
- WORK_SPACE COMMONS
- DEDICATED DESKS
- KITCHEN SPACE
- VISCOGLIOSI ENTREPRENEURSHIP CENTER
- BATHROOM



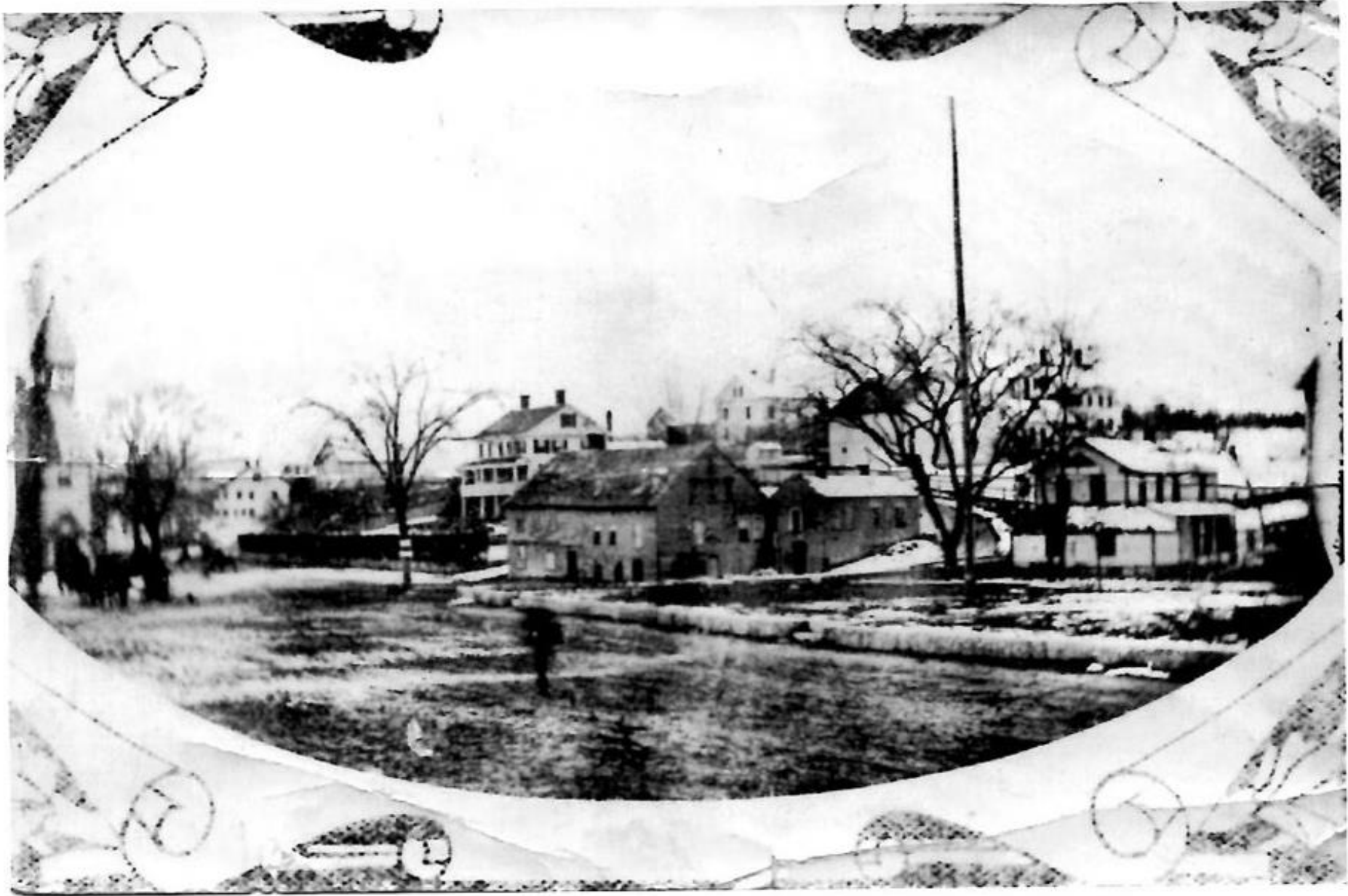
Photo by Drew Angelo, Custom Concept Events LLC







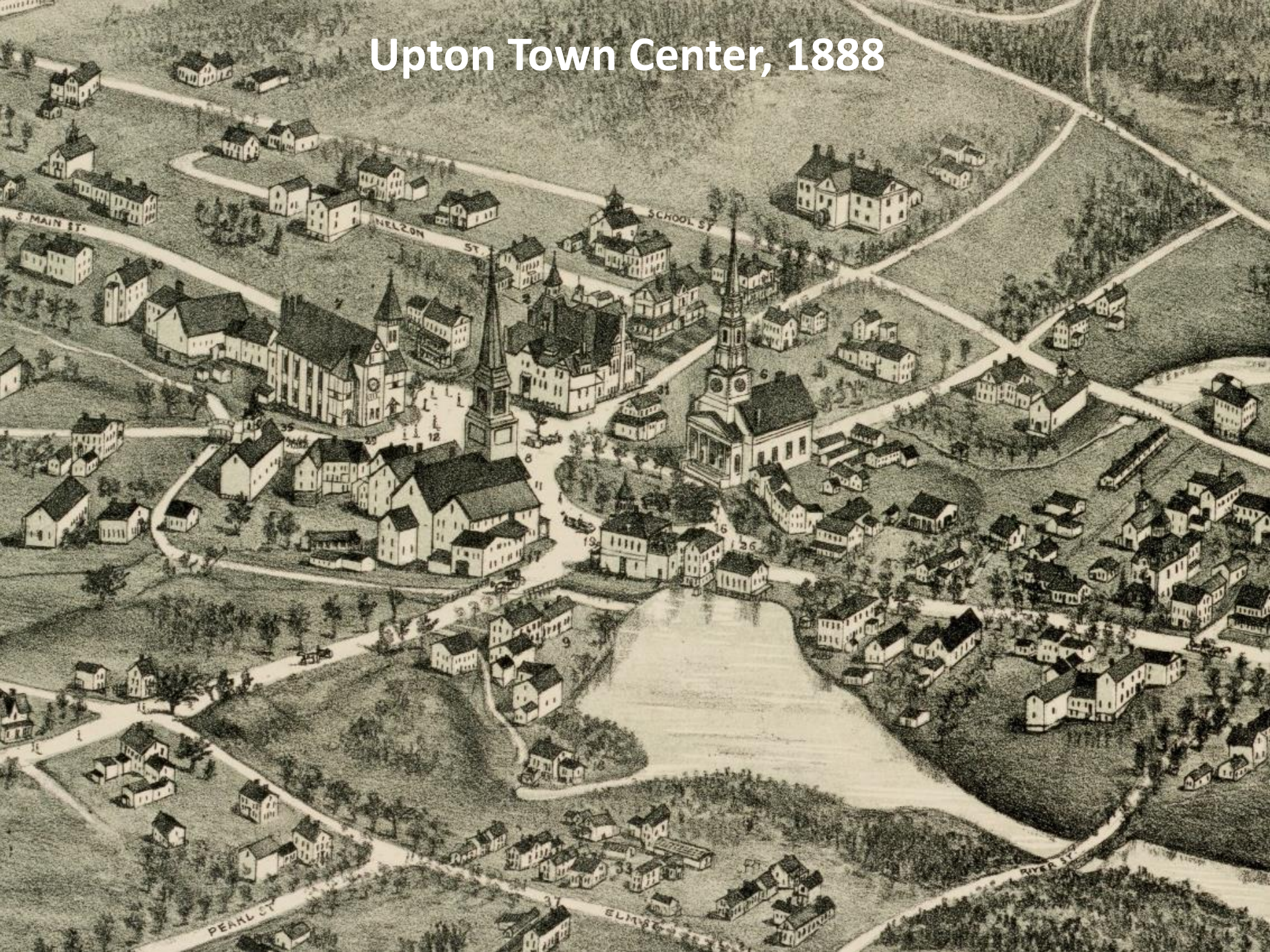
Town Center History



Upton Town Center, 1882

Southwick Tavern in middle—was replaced by Town Hall

Upton Town Center, 1888





Upton Town Center, 1908



Upton Town Center, 1919



Upton Town Center, 2017